

# **CompetitiveWatch 2014: BASF - Technological Know-How, Marketing Tactics and Strategic Direction in the Global Agrochemicals Market**

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## **Abstracts**

Strategic assessment of the competitive environment is widely recognized as one of the highest priority management responsibilities, the task crucial to business survival, growth and profitability. This new report from VPGMarketResearch.com provides strategic assessment of BASF's technological know-how, marketing tactics and strategic directions in the global agrochemical market.

## Contents

### **SECTION I: TECHNOLOGICAL KNOW-HOW**

Internally developed and acquired agrochemical and related capabilities.  
Proprietary technologies and patent litigation.

### **SECTION II: MARKETING TACTICS**

Promotional tactics.  
Distribution approaches.  
Product service and support.  
Customer relations.

### **SECTION III: STRATEGIC DIRECTION**

Specific business, new product development and marketing strategies.  
Anticipated acquisitions, joint ventures and divestitures.

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